Note for Weinstein, Barbara

From: Joyce, Ed

Date: Fri, Dec 29, 1995 9:41 AM

Subject: YTD Brand Promo + Future

To: Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Levy, Carolyn; Lewis, Arlene; Moose, Jim; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara

File(s): YTD Brand Promo + Future

Total promotional volume for week ending 12/29/95 was 45 million units.
-Basic promotional volume was 39 million units;
-Merit promotional volume was 3 million units;
-Cambridge promotional volume was 2 million units.

Expected total promotional volume for week ending 1/5/96 is 73 million units.
-49 million of Marlboro;
-14 million of Cambridge;
-10 million of Merit.

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Source: https://www.industrydocuments.ucsf.edu/docs/hpwj0004